**FNP Sales Analysis Dashboard**

This project showcases an end-to-end \*\*Sales Analysis Dashboard\*\* built using Microsoft Excel, leveraging \*\*Power Query\*\*, \*\*Power Pivot\*\*, and interactive \*\*Dashboard Visualizations\*\* to deliver actionable business insights for FNP (Ferns N Petals).

**📊 Overview**

The objective of this project was to analyze order and revenue data to help stakeholders understand sales performance across time, categories, products, and regions. The final output is an Excel-based interactive dashboard designed for intuitive exploration.

**🛠 Tools & Technologies**

**\*\*Microsoft Excel\*\***

- Power Query Editor

- Power Pivot & Data Model

- Pivot Tables & Pivot Charts

- DAX (Data Analysis Expressions)

**🔍 Key Features**

**✅ Power Query**

- Cleaned and transformed raw datasets

- Merged multiple data sources

- Extracted fields like order hour and delivery day

**✅ Power Pivot**

- Created relationships across tables

- Developed DAX measures:

- `Total Revenue`

- `Total Orders`

- `Average Revenue`

- `Avg Delivery Days`

**✅ Dashboard Components**

- Slicers for dynamic filtering by:

- Order Date

- Delivery Date

- Occasion

- Visualizations:

- Revenue by Occasion, Category, Hour, and Month

- Top Products by Revenue

- Top Cities by Order Volume

**📌 Insights Derived**

- High-performing occasions and product categories

- Peak order times and key sales months

- Regional demand based on order volume

**📁 Files Included**

- `FNP\_Sales\_Dashboard.xlsx`: Final interactive Excel dashboard

- `Data`: Folder containing sample input data (if you wish to include it)

**🚀 Getting Started**

1. Download or clone the repository.

2. Open `FNP\_Sales\_Dashboard.xlsx` in Excel.

3. Interact with slicers and visuals to explore insights.